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Substitute for form 1449APTO	Application Number	10/017,640
INFORMATION DISCLOSURE	Filing Date	December 14, 2001
STATEMENT BY APPLICANT	First Named Inventor	William Matz
STATEMENT BY APPLICATI	Group Art Unit	3629
(use as many sheets as necessary)	Examiner Name	J. P. Ouellette
Sheet 1 of 1	Attorney Docket Number	BS01342

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Examiner Initials *	Ci to N o.	U.S. Patent Document Kind Code ² Number (If known)	Name of Patentine or Applicant of Clied Document	Date of Publication of Cited Document MNI-DD-YYYY	Poges, Columns, Unes, Where Relevant Passages or Relevant Figures Appear
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December 14, 2001 First Named Inventor William Matz Group Art Unit 3629 Examiner Name J. P. Ouellette

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Group Art Unit	3629			
Examiner Name	J. P. Ouellette			
Attorney Docket Number	BS01342			

			U.S. PATENT DOCUM	MENTS	
		U.S. Patent Document	Name of Patentee or Applicant	Date of Publication of	Pages, Columns, Lines, Where Relevan
Examiner Cite Initials * No.	No.'	Number Kind Code ² (if known)	of Cited Document	Cited Document MM-DD-YYYY	Passages or Relevant Figures Appear
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	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS				
Examiner	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T 2		
		Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York			

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	U.S. PATENT DOCUMENTS				
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Examiner Initiate *	Cite No.1	Number Kind Code ² (if known)	of Cited Document	Citad Document MM-DD-YYYY	Pages, Cot.mns, Lines, Where Relevant Passages or Relevant Figures Appear
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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
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